

National Highway Traffic Safety Administration
You Drink & Drive. You Lose.
3rd Quarter 2004 Crackdown for Florida
Strategic Media Work Plan
July 21, 2004

Crackdown Period

August 27 – September 12, 2004

Budget

\$716,000 (Federal only)

Advertising Period

- Paid advertising must run during the following dates:

August 20 – August 22 (3 Days)
August 26 – September 6 (12 Days)

- Public Service Announcements (PSA's) may run after the end of the paid media on September 6, but must not run after September 12.

Audience Segment Profiles

- Primary Segment – *Influence segment to never drive while impaired (encourage to drink responsibly)*
 - Men, 18-34 years of age
 - Risk Takers (men 18-29)
 - Blue Collars (men 25-34)
 - Primarily views and listens to comedy, sports and top 40 entertainment
 - Secondary Segment – *Raise awareness and influence segment to drink responsibly*
 - Hispanic Men 18-34 years of age

Note: The two subgroups (Risk Takers and Blue Collar) of the male 18-34 target audience were identified through extensive geographic research conducted by NHTSA.

Revision #: Original
Date: 7/21/04

THE TOMBRAUGH GROUP
STREET SMART ADVERTISING

State Input (June 25th summary of conference call with the State and additional input from the State on July 16)

Following are the priority markets for the State:

Primary	Tampa/St. Petersburg Miami/Ft. Lauderdale Orlando/Daytona
Secondary	West Palm Beach Jacksonville Tallahassee Mobile/Pensacola (Santa Rosa County)
Tertiary	Ft. Myers/Naples

Hispanic markets (In order of importance)
Miami/Ft. Lauderdale
Tampa/St. Petersburg
West Palm Beach

The State will be buying all radio advertising.

Geography

The Tombras Group will purchase media in the top 3 primary markets and also the top 3 Hispanic markets to the extent the federal budget allows.

Revision #: Original
Date: 7/21/04



Study Data

Time of Day

	<u>% of Fatal Crashes That Are Alcohol-Related</u>
Midnight – 3 AM	76%
3 AM – 6 AM	62%
6 AM – 9 AM	18%
9 AM – Noon	12%
Noon – 3 PM	16%
3 PM – 6 PM	25%
6 PM – 9 PM	47%
9 PM – Midnight	64%

Weekday vs. Weekend



Source: U.S. Department of Transportation Traffic Safety Facts 2002

Television Strategy

Use broadcast and cable television to deliver the **You Drink & Drive. You Lose.** message in all markets.

- It is important to reach all members of our men 18-34 demographic, including Hispanic men in Miami/Ft. Lauderdale, Tampa/St. Petersburg and West Palm Beach (if budget allows).
- We project a gross rating point delivery at a "Very Strong" level of 600 points in each market purchased. Florida is considered a swing or battleground State for the upcoming presidential election, therefore dollars may be reallocated from broadcast to cable TV, depending on the political spending occurring in the State at the time of our buys.

Revision #: Original
Date: 7/21/04

THE TOMBRAIG GROUP
STRATEGY SMART ADVERTISING

- Programming on broadcast networks such as NBC, FOX, UPN and WB with the highest reach against the men 18-34 audience will be evaluated.
- There are a number of cable networks that will be effective in building frequency against men 18-34. Networks that will be considered are Spike TV, Comedy Central, TNT, MTV and ESPN. Galavision will be used when available, to build frequency against the Hispanic market.

TV Programming Strategy

In order to build reach within our target we will use the local broadcast stations due to their higher ratings performance over the cable networks. We will focus on programming in prime time (M-Sa 8P-11P & Su 7P-11P), late fringe (M-Su 11:30P-2A) and sports (various). If additional dayparts are needed to reach our point goals, prime access (M-F 7P-8P) and possibly early fringe (M-F 4P-6P) will be considered as alternate dayparts.

Below are programs that index very well against the two segments of our target audience: Risk Taker and Blue Collar.

<u>Broadcast Programming</u>	<u>Risk Taker</u> <u>Index</u>	<u>Blue Collar</u> <u>Index</u>
Cops (FOX)	116	117
8 Simple Rules (ABC)	103	105
Enterprise (UPN)	128	134
Fear Factor (NBC)	104	105
George Lopez (ABC)	112	110
King of the Hill (FOX)	118	115
Police Videos (FOX)	129	134
The Simpsons (FOX)	128	124
24 (FOX)	104	107
Smackdown (UPN)	143	144

Source: MRI Spring 2004

To build frequency we will rely on cable networks. While cable television program ratings are not as high as broadcast TV ratings, their rates are lower which will enable us to add frequency to the campaign. Listed below are some of the networks we will consider and how they index against our targets.

Revision #: Original
Date: 7/21/04

THE TOMBAS GROUP
STREET SMART ADVERTISING

Cable Networks

	<u>Risk Taker</u>	<u>Blue Collar</u>
	<u>Index</u>	<u>Index</u>
Comedy Central	129	126
ESPN	147	155
FOX Sports	148	156
MTV	122	108
Speed Channel	160	170

Source: MRI Spring 2004

Media Dollar Allocation

By Medium

In order to achieve our communications goals and deliver the general and Hispanic (Men 18-34) targets, the budget will be allocated as follows:

- o Broadcast television 82%*
- o Cable television 18%*
- o Radio 0% (All radio to be placed by the state)

*Includes Hispanic TV

Media budget/allocation may shift based on negotiations and program availability.

	<u>Budget</u>	<u>% of Total</u>
Tampa/St. Petersburg	\$195,349.00	27%
Miami/Ft. Lauderdale	\$333,172.50	47%
Orlando/Daytona	\$187,425.50	26%
Total		\$715,947.00

Note: The Hispanic audience in West Palm Beach will be covered by station(s) located in the Miami market.

Revision #: Original
Date: 7/21/04

The Tombras Group
STREET SMART ADVERTISING

National Highway Traffic Safety Administration
You Drink & Drive. You Lose.
3rd Quarter 2004 Crackdown for Texas
Strategic Media Work Plan
July 20, 2004

Crackdown Period

August 27 – September 12, 2004

Budget

\$1,580,000 (\$650,000 State and \$930,000 Federal)

Advertising Period

- Paid advertising must run during the following dates:

August 20 – August 22 (3 Days)
August 26 – September 6 (12 Days)

- Public Service Announcements (PSA's) may run after the end of the paid media on September 6, but must not run after September 12

Revision #: Original
Date: 7/20/04

Audience Segment Profiles

- Primary Segment – *Influence segment to never drive while impaired (encourage to drink responsibly)*
 - **Men, 18-34 years of age**
 - Risk Takers (men 18-39)
 - Blue Collars (men 25-34)
 - Primarily views and listens to comedy, sports and top 40 entertainment
- Secondary Segment – *Raise awareness and influence segment to drink responsibly*
 - **Hispanic men 18-34 years of age**

Note: The two subgroups (Risk Takers and Blue Collar) of the male 18-34 target audience were identified through extensive geodemographic research conducted by NHTSA.

State Input (*July 8th summary of conference call with the State and additional input from Sherry Mathews Marketing on July 9th)*

- Enforcement will occur in 4 primary markets and 11 secondary markets
- El Paso and Harlingen-Brownsville-McAllen are to be considered as part of the primary market list because they are key Hispanic areas
- The Tombras Group will purchase media in the top 4 primary markets to the extent the federal budget allows
- Markets to be considered for advertising are:
 - Primary:
 - Dallas/Ft. Worth
 - Houston
 - San Antonio
 - Austin
 - El Paso
 - Harlingen-Brownsville-McAllen

Secondary:	Abilene-Sweetwater	Amarillo
	Beaumont-Port Arthur	Corpus Christi
	Laredo	Lubbock
	Odessa-Midland	San Angelo
	Tyler-Longview	Waco-Temple-Bryan
	Wichita Falls	

Geography

Federal dollars will be used to place media in Dallas/Ft. Worth, Houston, San Antonio, and if dollars are available, in Austin.
 State dollars will be used to purchase media in the remaining markets.

Study Data

<u>Time of Day</u>	<u>% of Fatal Crashes That are Alcohol-Related</u>
Midnight – 3 AM	76%
3 AM – 6 AM	62%
6AM – 9AM	18%
9AM – Noon	12%
Noon – 3 PM	16%
3 PM – 6 PM	25%
6 PM – 9PM	47%
9 PM – Midnight	64%

<u>Weekday vs. Weekend</u>	<u>% of Driver Fatalities With BAC at .08 or Greater</u>
Weekend	24%
Weekday	44%
Weekday, daytime	10%
Weekday, nighttime	46%
Weekend, daytime	19%
Weekend, nighttime	57%

Source: U.S. Department of Transportation Traffic's Safety Facts 2002

Television Strategy

Use broadcast and cable television to deliver the **You Drink & Drive. You Lose.** message in as many markets as affordable.

- It is important to reach all members of our men 18-34 demographic, and due to the high cost of media in the primary markets the "maintenance" gross rating point level will be used
- Programming on broadcast networks such as NBC, FOX, UPN and WB historically reach the highest number of men 18-34
- There are a number of cable networks that will be effective in building frequency against men 18-34
- Cable networks that will be considered are Spike TV, Comedy Central, TNT, MTV and ESPN

TV Programming Strategy

In order to build reach within our target we will use the local broadcast stations due to their higher ratings performance over the cable networks. We will focus on programming in prime time (M-Sa 7P-10P & Su 6P-10P), late fringe (M-Su 10:30P – 1A) and sports (various). If additional dayparts are needed to reach our point goals, prime access (M-F 6:30P-7P) and possibly early fringe (M-F 3P-5P) will be considered as alternate dayparts.

Below are the programs that index very well against the two segments of our target audience: Risk Taker and Blue Collar.

Broadcast Programming

	<u>Risk Taker Index</u>	<u>Blue Collar Index</u>
Cops (FOX)	116	117
8 Simple Rules (ABC)	103	105
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Fear Factor (NBC)	104	105
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The Simpsons (FOX)	128	124
24 (FOX)	104	107
Smackdown (UPN)	143	144

Source: MRI Spring 2004

To build frequency we will rely on cable networks. While cable television program ratings are not as high as broadcast TV ratings, their rates are lower which will enable us to add frequency to the campaign. Listed below are some of the networks we will consider and how they index against our targets.

Cable Networks

	<u>Risk Taker Index</u>	<u>Blue Collar Index</u>
Comedy Central	129	126
ESPN	147	155
FOX Sports	148	156
MTV	122	108
Speed Channel	160	170

Source: MRI Spring 2004

Radio Strategy

In order to increase our reach while generating higher levels of frequency, radio will be added to the media mix. MRI's 2004 research figures show that men 18-34 primarily listen to these formats: Alternative, Top 40, Ethnic and Rock. Based on the research pertaining to impaired drivers, we recommend using radio as close to the time that fatalities and injuries most frequently occur. Therefore, the radio buy will focus on the following dayparts: Evenings (M-F 7PM – Midnight) and Weekends (Sat/Sun 10AM-Midnight). In many cases evenings and weekends are less expensive than the higher demand areas of M-F 6AM – 7 PM. Budget permitting, we will add this daypart as well to increase the reach and frequency of the overall buy. Based on Arbitron ratings of radio stations that reach the most men 18-34 in our target markets, we will consider using these stations:

- Dallas/Ft. Worth
 - KLLI-FM – Sports Talk
 - KDGE-FM – Alternative
 - KKDA-FM – Urban
 - KPLX-FM – Country
 - KBFB-FM – Top 40
- Houston
 - KBXX-FM – Top 40
 - KTBZ-FM – Alternative
 - KLOL-FM – Rock
 - KKBQ-FM – Country
- Dallas/Ft. Worth
 - KZMP-FM – Hispanic
 - KESS-FM – Hispanic
 - KLNO-FM – Hispanic
- Houston

HISPANIC STATIONS

- Dallas/Ft. Worth
 - KZMP-FM – Hispanic
 - KESS-FM – Hispanic
 - KLNO-FM – Hispanic
- Houston

- SAMPLE**
- KLTN-FM – Hispanic
 - KJQI-FM – Hispanic
 - KQBU-FM – Hispanic
 - KOVE-FM - Hispanic

Media Dollar Allocation

By Medium

In order to achieve our communication goals and deliver the general (Men 18-34) and Hispanic targets, the budget will be allocated as follows:

- Broadcast television 59%
- Cable television 16%
- Radio 20%
- Outdoor 5%*

* Placed directly by the state

Media budget/allocation may shift based on negotiations and program availability.

<u>Market</u>	<u>Budget</u>	<u>% of Total</u>
Dallas/Ft. Worth	\$516,572	34.3
Houston	\$334,147	22.2
San Antonio	\$131,021	8.7
Austin	\$120,780	8.0
Corpus Christi	\$42,855	2.8
Waco	\$57,915	3.9
El Paso	\$57,558	3.8

SAMPLE

Abilene/Sweetwater	\$20,610	1.4
Amarillo	\$28,807	1.9
Beaumont/Port Arthur	\$39,292	2.6
Laredo	\$33,073	2.2
Odessa-Midland	\$21,579	1.4
Lubbock	\$19,635	1.3
Tyler-Longview	\$26,880	1.8
Harlingen-Brownsville-McAllen	\$53,513	3.6
Total	\$1504,240	

Federal Budget

The \$930,000 federal budget will be allocated as follows by market:

Dallas/Ft. Worth
Broadcast TV
Cable TV
Radio

Houston
Broadcast TV
Cable TV
Radio

San Antonio
Broadcast TV only